



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: December 12, 2017

Subject: Event Funding Recommendations

The following are event funding recommendations for commission consideration.

Event	Event Dates	Event Description	Location	Attendance FY 16/17	Funding FY 16/17	Recommended FY 17/18
Spring Training Giants Race	March 3, 2018	The 2018 Giant Race series is a baseball themed Scottsdale Giant Race 10K & 5Krun/walk finishing at the Scottsdale Stadium. Request = \$10,000	Scottsdale Stadium	2,500	N/A	\$10,000
Hashknife Pony Express	Feb 9, 2018	60 year tradition of riders on horseback delivering the mail to Scottsdale. Additional event enhancements include food trucks & performers Request = \$19,000	Downtown Scottsdale	700	\$8,000	\$15,000
Sun Circuit Quarter Horse Show	March 3-11, 2018	Largest quarter horse circuit show entering its 45 th year 25 years in Scottsdale. Request = \$25,000	WestWorld	65,000	\$15,000	\$25,000
Persian Festival	March 24, 2018	This event is a celebration of Persian New Year with the Egg coloring, fun and educating slide shows, Persian music, ethnic food and sweets, live stage performances. Request = \$8,000	Civic Center Mall	N/A	N/A	Not Recommended

The event working group made a recommendation to not fund the Persian Festival. The event working group determined that the proposed first year event did not adequately provide enough detail regarding the event or the producer event experience to ensure the viability of the proposed March 2018 event.

Funding Availability & Potential Options

There are tourism development event support funds available in the FY 2017/18 bed tax budget for event development. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.